# Beacon Media + Marketing Releases Guide on How Mental Health Clinics Converted Clients Through Websites

RENO, NEVADA, UNITED STATES, January 11, 2022 /EINPresswire.com/ -- Beacon Media + Marketing released a new guide that provides [three examples of mental health clinic websites](#) that are effective for converting clients. It explains how a mental health practice is the digital storefront that will hopefully turn visitors into clients.

Having a mental health provider has become increasingly crucial as nearly 1 in 4 adults, and 1 in 6 children have a mental illness. Approximately 50% of those people don't receive treatment.
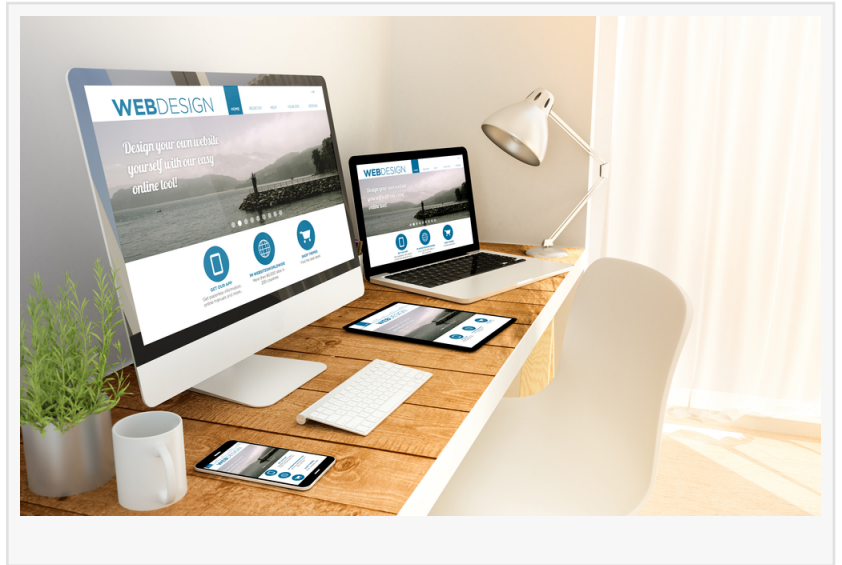
There are a few key factors the guide covers to help gain a potential client's trust and convert them into a patient. A priority should be making sure the website has a design that builds brand awareness, displays the services, and encourages visitors to take the next step to connect with the clinic. Here are three examples that show how to craft a website to have a high conversion rate.

The Center of Grief and Trauma Therapy has a few key factors that aid in their website success.

• Strong call-to-actions on every page
• Clear steps for getting started
• Compassionate, compelling language
• Strong brand and calming imagery
• Detailed therapist bios and video

NYC Therapeutic and Wellness take a slightly different approach but still have success. Their website includes:

- Eye-catching header image
- Calming shades of blue
- Conversational, relatable messaging
- Strong, frequent call-to-actions
- Easy-to-find information
- User-friendly contact form

Holistic CFT takes the methods of both previously shown and combines them with:

- Inclusive imagery and messaging
- Easy-to-find services
- Multiple call-to-actions
- Calming color palette
- Insurance tab in the main-nav

There are different approaches for having a successful mental health clinic website. However, there are a few key factors that should be included on a home page. The most important to include are strong and frequent call-to-actions, eye-catching images, and easy-to-find service information.

Beacon Media + Marketing digs deep when helping mental health clients organize their websites for a modern and user-friendly design. The mental health website should break the barriers to entry and properly display one's work. People interested in growing their mental health website can access the [Beacon Media + Marketing website](#) for more information.

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This press release can be viewed online at: https://www.einpresswire.com/article/560379300